

Urban Fisheries –Improving Angler Experience and Increasing Participation

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Abstract:

The Freshwater Fisheries Society of BC was created in 2003 as an independent non-profit society with a mandate to conserve and enhance the freshwater fish resources of British Columbia for the benefit of the public. The majority of the Society's funding comes from BC freshwater fishing license sales. Therefore, the long term success of the Society is dependent upon continuing to increase the number of people fishing while continuing to improve the angling experience. The Society has embarked on a number of initiatives to improve the angler experience and increase angler participation. One of these initiatives is our urban fisheries program designed to target lapsed, occasional and youth anglers in high population communities. This presentation will cover all aspects of our successful urban fisheries program including the production of our Triploid (3N) catchable sized rainbow trout, our urban stocking, and Learn to Fish programs.

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